

# 2021 Annual Report

Forth Mobility Fund, Backstop Aggregator  
for the Oregon Clean Fuels Program



Produced by Forth 2022  
Forthmobility.org



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# Executive Summary

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Oregon's Clean Fuels Program is designed to reduce the carbon intensity of transportation fuels through an efficient, market-based mechanism based on the exchange of credits. Generally, these credits are generated or purchased by fairly large market actors, such as oil companies, biofuel producers or electric vehicle charging networks. Credits are also generated when electricity is used as a transportation fuel by people charging cars at home. Because it is not efficient to try to have thousands of individual households manage these fairly small numbers of credits, Oregon's program provides that these credits be aggregated and awarded to the electric utility, if it chooses to opt in to the program. If the local utility chooses not to opt in, those credits are awarded to a Backstop Aggregator chosen through a competitive RFP process by Oregon DEQ. The Forth Mobility Fund was chosen by DEQ as Backstop Aggregator in 2017. Forth Mobility Fund is a charitable 501 (c)(3) organization focused on advancing clean transportation, and is closely affiliated with the 501 (c)(6) organization Forth; this report generally refers to "Forth" for simplicity.

**Impact.** This report summarizes Forth's third full year of work as the Backstop Aggregator. This work was divided between the following three areas: 1) Statewide Consumer Engagement, 2) Utility Engagement, and 3) Program Administration. As more utilities have opted into the program, the Backstop Aggregator's role has reduced significantly as the generated credits and resulting revenue have instead been allocated to utilities across Oregon. In 2021, Forth's revenue from these credits was less than half of what it was in 2020 but we continually sought to maximize our impact. Over the course of 2021, Forth utilized its Clean Fuels review to support 9 programs that we felt would have the maximum impact for Oregonians, despite our more limited resources. We engaged with stakeholders from across the industry, from utilities, municipalities, and employers, to consumers both in-person and virtually.

**Leverage.** Forth is constantly seeking other opportunities and funds to advance transportation electrification and manages a variety of projects that leverage Clean Fuels funds including contracts with Oregon utilities, U.S. Department of Energy projects, and partnerships with regional environmental groups. In 2021, Forth leveraged over \$390,000 in additional investment into raising awareness of electric vehicles for Oregonians, doubling the impact.



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## Introduction

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Forth Mobility Fund, hereafter referred to as Forth, entered into a contract with Oregon Department of Environmental Quality in August 2018. This report summarizes the activities carried out by Forth and any approved subcontractors in 2021. That work is based on a workplan developed based on the aggregation of credits generated in 2019 from the following utilities: Blachly-Lane Electric Cooperative, Canby Utility Board, City of Bandon, City of Monmouth Power and Light, Columbia Basin Electric Cooperative, Columbia Power Cooperative Association, Coos-Curry Electric Cooperative, Douglas Electric Cooperative, Forest Grove Power and Light, Harney Electric Cooperative, Hood River Electric Cooperative, Idaho Power, McMinnville Water and Light, Milton-Freewater Light & Power, Oregon Trail Electric Cooperative, Salem Electric, Surprise Valley Electric Cooperative, Wasco Electric Cooperative, and West Oregon Electric Cooperative. The programs described in this report are included to provide a complete picture of the activities Forth has leveraged Clean Fuels Program revenue to carry out.

In the time that Forth has been the Backstop Aggregator for the Oregon Clean Fuels Program, most utilities have opted into the program, leaving fewer credits to the Backstop Aggregator. Forth works closely with DEQ when creating its workplan and throughout the year to ensure the revenue from these credits is spent in a way that best reflects the goals of the Clean Fuels Program. Unlike in previous years, Forth's 2021 workplan featured a broader set of programs being served by the revenue generated as Backstop Aggregator. Given that Forth did not receive enough credits from any one utility to signal a clear need for focused work as dictated by our contract with DEQ, this categorization of programs and spending is not captured in this report. Instead, programs are classified as either Statewide Consumer Engagement or Utility Engagement. We still see an important role for utilities in transportation electrification efforts in Oregon and seek to support those efforts, pulling from additional funding sources to complement Forth's revenue as Backstop Aggregator.

## Monetization of Credits

In early 2020, Forth received 2,445 credits as the Backstop Aggregator for credits that were generated during 2019. These credits were monetized through a subcontractor, CleanFuture. The total revenue generated was \$273,840.00.

## Summary of Expenses

The following table summarizes all expenses undertaken for work as the Backstop Aggregator of the Oregon Clean Fuels Program in 2020. Forth Mobility Fund is a 501 (c)(3) nonprofit closely affiliated with Forth, which is a 501 (c)(6) trade association. Forth Mobility Fund, the Backstop Aggregator, receives and then deposits revenues generated from the monetization of the Clean Fuels credits while Forth carries out the scope of work outlined in the work plan and the activities described in the annual report. The funds Forth Mobility Fund receives are recognized as a separate revenue source titled Clean Fuels in our accounting system. Forth generates expenses relevant to carrying out the Clean Fuels work such as employee salaries and contracts. These expenses are identified in the Forth accounting system as work specific to the Clean Fuels contract. On a monthly basis, these Forth expenses are outlined in an invoice to Forth Mobility

Fund and a transfer between the two entities is completed. Forth then recognizes the revenue source as Clean Fuels funding. An audited report, consolidated for both organizations, is provided along with this report. It includes “Clean Fuels Program” revenue listed as a separate revenue source.

Expense Category	Expense
Statewide Consumer Engagement	\$ 200,764
Utility Engagement	\$ 25,383
Administration	\$ 25,127
<b>Total</b>	<b>\$ 251,274</b>

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## Statewide Consumer Engagement

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Since becoming Backstop Aggregator, Forth has embraced a targeted universalism approach in the design and implementation of its programs to maximize benefits for all communities, but especially frontline and rural communities across Oregon. In addition to partnering with utilities and municipalities, we seek out partnerships with community-based organizations who know their communities' needs best. The nature of Forth's work and approach to collaboration allows us to be truly statewide in our reach. The programmatic report presented below represents the full spectrum of programs that Forth has implemented while leveraging Clean Fuels revenues as Backstop Aggregator.

### Workplace Engagement

Forth continued its outreach to employers across Oregon in 2021 with the goal of providing outreach to both consumers about EVs in general as well as employers to encourage the adoption of workplace charging. Our experience shows that some of the largest barriers to employers installing charging infrastructure are awareness and technical expertise. Forth is able to provide solutions to both of these challenges while also offering a platform for employer recognition through its workplace charging certification program. Electric Vehicle Adoption Leadership (EVAL) officially launched in 2021 as a self-certification and technical assistance program. In addition to providing technical assistance regarding the installation of workplace charging, the LEED-inspired certification provides recognition to organizations committed to supporting all types of sustainable commuting modes by employees. Forth is pleased to announce that six Oregon organizations were certified in 2021:

- City of Hillsboro
- Oregon Food Bank
- Vernier Software
- Portland State University
- Oregon Health & Science University
- Oregon State University

### Rideshare Electrification

For the past several years, Forth has been engaged in efforts to ease the transition of gig and transportation network company (TNC) drivers to electric vehicles. In 2021, we wrapped up an initial pilot project, called the Fair Financing Program, which sought to support EV adoption for low-income drivers with non-predatory loans and credit improvement. While the benefits of electrification can extend to these drivers and the communities they work in, the barriers to adoption are many and complex. We consider the impact of this program, while small in numbers, to be large in learnings for the industry overall. At the conclusion of the pilot which reached over 300 drivers, two drivers had fully moved through the program to secure low-interest loans for all-electric vehicles. Forth prepared a lessons learned, documenting major takeaways from the pilot that have informed efforts to continue this work in the future. In late 2021, Forth

also created a partnership with Metropolitan Family Services (MFS) to apply for and be awarded PGE funding to electrify MFS's Ways to Work program. This will add an EV component to MFS's already highly successful program that focuses on vehicle acquisition and credit repair paired with financial consulting to low-income borrowers. Forth's role continues to be to provide EV education to potential applicants and to ensure that drivers will be set up for success with a vehicle that meets their needs.

## Electric Tractor Program

Forth, Sustainable Northwest, Bonneville Environmental Foundation, and Wy'East RC&D teamed up in 2020 to launch a new electric tractor pilot program with the goal of increasing awareness, knowledge, access, and adoption of electric farm equipment. The tractors being piloted are being installed with remote sensors that will allow the team to measure potential cost savings and collect data on tractor use-cases. Despite the great advancements in the electric passenger vehicle market, the electric agricultural sectors have lagged behind. This project aims to change that. Approximately 500 people have been directly engaged in several E-Tractor events throughout 2021, including Oregon Senator, Jeff Merkley. So far, two electric tractors have been tested in Oregon but the team will be expanding its fleet throughout 2022 in addition to including various other types of electric agriculture equipment. This program is gaining traction across Oregon and has recently secured additional funding from PGE to expand further in 2022. The team has also been in contact with three utilities in and around The Dalles to discuss future partnership opportunities.





## Virtual Consumer Engagement

Forth began ramping down its virtual consumer engagement work in the beginning of 2021 in favor of programs with greater reach. In January 2021, we conducted a webinar on Formula E racing that had 62 attendees and [73 YouTube views](#). We also interviewed experts on the topic and published an article in the international blog [CleanTechnica](#). In February 2021, we conducted a webinar on Women in EVs to talk about women leading the electric vehicle sector and had 110 attendees and [33 YouTube views](#).

## Electric Carsharing

The Affordable Mobility Platform Program (AMP), developed by Forth with funding from the American Public Power Association and Bonneville Environmental Foundation, launched in 2021 with light support from Forth's Clean Fuels revenue. The goal of AMP is to provide access to affordable all-electric cars for community members to test drive an EV or use for errands, shopping or appointments. Typically, these vehicles will be located in areas where carsharing and EVs are less prevalent, like rural Oregon and Washington, and are in and around affordable housing locations. In addition to the funders mentioned, Forth implements this program in partnership with consumer-owned utilities seeking to increase access to EVs by their customers. In Oregon, Forth is partnering with Eugene Water and Electric Board, Emerald People's Utility District, Central Electric Cooperative, Midstate Electric Cooperative, City of Ashland, Northern Wasco People's Utility District, and Clatskanie People's Utility District to identify suitable sites. These utilities are supporting this program with their own Clean Fuels Program revenue and are also responsible for providing the charging infrastructure to support each vehicle.

In 2021, the first two vehicles were placed in Bend and La Pine with a total of 10 in the queue for 2022. Forth's Clean Fuels revenue has been foundational in developing program resources, collateral, and formalizing operations for the program.



## Dealer Engagement

In early 2021, Forth completed its EV-Drive Pilot Program in collaboration with Eugene Water and Electric Board and Emerald People's Utility District. The goal of this program was to improve the dealership experience for potential EV drivers. Often, consumers are faced with challenges at the dealership due to engagements with sales staff that are uninformed about electric vehicles or incentives available. Forth trained sales staff at two participating dealerships in the Eugene area. In total, the program boasted 13 EV sales and 14 EV test drives. A full report of the program can be [found here](#).

## Mobile EV Showcase

With funding from Pacific Power's Clean Fuels-funded grant program, Forth in partnership with The Environmental Center, Sustainable Northwest, and African American Alliance for Homeownership have recreated the experience of Forth's brand-neutral Downtown Portland Electric Showcase as a mobile display that can be brought directly to communities throughout Pacific Power's service territory in Oregon. Forth and its partners completed the design and build of the mobile showcase in 2021 and were able to conduct 2 in-person events despite limitations from COVID. One of these events was in Wallowa County at the Making Energy Work for Rural Oregon Symposium and the second was at the Astoria Food Hub in Astoria. The program seeks to reach at least 4,000 consumers across 8 events in rural Oregon communities. Clean Fuels revenue has lightly supported this program but increased Forth's capacity to staff the events that occurred in 2021. In the near future, we plan to tow the 3,000-pound Mobile Showcase with a Ford F150 Lightning. We think showing that an American-made all electric vehicle can tow that much weight without any problems will be a game-changer for engaging with rural communities. Forth hopes to one day scale this program so we can engage nationwide and continue to knock down barriers to electrification for all communities.

### *Optional testimonial to include*

"It was SO helpful to finally be able to see, touch and drive a selection of EVs. I am definitely in the market for one but because of my remote location and COVID travel hesitancy couldn't get beyond internet info. The Forth staff also directed me to other models that could meet my needs for range, easy in-and-out, and room for grandchildren's car seats. Thanks, Forth! This time next year I'll be driving electric thanks to your help."

Susan Badger-Jones, La Grande

Test drive was at event in Wallowa County, Sept, 2021



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## Utility Engagement

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Forth continues to believe in the powerful role utilities have to play in the overall adoption of electric vehicles. We continued our efforts in 2021 to provide education and resources for public utilities in Oregon to learn about and advance transportation electrification in their service territories. Due to more limited funding, these efforts primarily took the form of quarterly convenings on utilities to cover different EV projects and topics and reach over 25 utilities. These were as follows:

- February 25, 2021: Managed Charging
  - Recording [here](#)
  - Registrations: 61
  - Attendees: 45
- June 3, 2021: Transportation Electrification Funding and Policy Updates
  - Recording [here](#)
  - Registrations: 69
  - Attendees: 35
- September 16, 2021: Fleet Electrification Strategies
  - Recording [here](#)
  - Registrations: 47
  - Attendees: 40
- December 9, 2021: Transportation Electrification Annual Wrap Up
  - Registrations: 51
  - Attendees: 42

Finally, Forth also supported Bonneville Environmental Foundation's Zero Emission Vehicle Innovation grant by providing technical support for interested utilities. This grant program is intended to support EV projects throughout the Pacific Northwest and many Oregon utilities are able to increase their impact utilizing their own Clean Fuels revenue. Forth sees this as a valuable service for utilities that are smaller and less resourced and are not accustomed to participating in formal grant processes.

